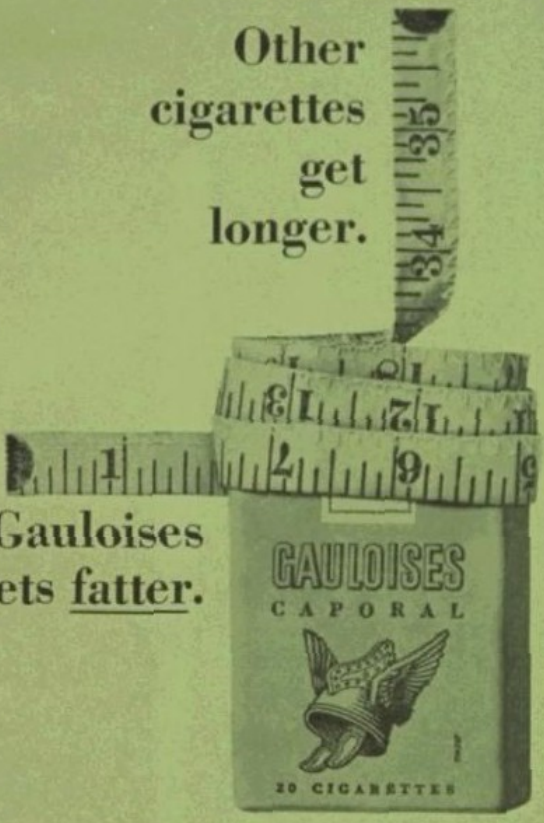
LEO BURNETT COMPANY, *Inc.*
Ad No. 144—Req. No. 42121—3 col. x 166 lines—B&W—Village Voice, 1965 (A)
Printed in U.S.A.

Other cigarettes get longer.

Gauloises gets fatter.



The next time you buy Gauloises, you'll notice that we're putting more rich tobacco into every cigarette—making them fatter.

Actually, this more ample girth is the size Gauloises has always been in France.

We figured that if you liked the lusty, emphatic flavor that made Gauloises France's largest-selling cigarette, you'd also prefer its traditional stouter shape.

So we imported the French machines that turn out a fatter cigarette. Now you get even more of that robust Gauloises flavor. So on second thought, don't think of Gauloises as getting fatter, think of it as the stouter smoke.

So think stout! Ask for Gauloises (pronounced "Goal-waz").

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Source: https://www.industrydocuments.ucsf.edu/docs/zbb00113
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